

Oral Care in Saudi Arabia

Market Direction | 2024-04-12 | 26 pages | Euromonitor

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Report description:

Thanks to the combined efforts of the government, schools, oral care brands, dentists, paediatricians, and pharmacists, consumers are now more aware than ever of the importance of a regular oral care routine. These factors combined with the increased hygiene concerns created by pandemic ensured that oral care continued to grow in value and volume terms in 2023. There was also a notable increase in the population in 2022 and 2023 as COVID-19 restrictions were lifted and economic activity resumed.

Euromonitor International's Oral Care in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Oral Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sensodyne continues to lead oral care

Sensodyne leads but competition intensifies with ongoing investment in innovation and new product development

Supermarkets, hypermarkets and pharmacies continue to lead the distribution of oral care

PROSPECTS AND OPPORTUNITIES

Increasing oral health awareness expected to boost sales

Natural, clean and green concepts to continue expanding, while electric toothbrushes become increasingly advanced

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